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TO: Mr. Larry Glennie DATE: December 14,1987

FROM: Market Research/Georgia E. (Rita) Cofield

SUBJECT: Military

Larry, per your discussions with Arthur, we will be analyzing the results of the Inventory Maintenance Program offered during the fourth quarter 1987.

- In "Stage I", we will look at each Military account separately to see their compliance with the program's terms. This stage can be completed during the first week of January 1988, (right after the close of the program).
- In "Stage II", we will attempt to measure the effects of the additional Marlboro couponing drop that started in November. To do this, we will use Retail data from Military Audits Company. As we are just purchasing this service, we should be able to see some early results around late January.

As usual, should you or Ted have any questions, please feel free to call.

Rita

GEC/lj

cc - R. Anise
T. Costas
A. Goldfarb
J. L. Illes
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